MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3 2022/2023 (TERM ID 2230)

BMR2044 – PROMOTIONAL MARKETING

(All Sections/Groups)

2nd OCTOBER 2023
2.30 p.m - 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 5 pages with 2 Sections only.
2. **Section A:** Answer all **TWO (2)** questions.

   Section B: Answer any **TWO (2)** of the **THREE (3)** essay questions.
3. The distribution of the marks for each question is given at the end of each question.
4. Please write all your answers in the Answer Booklet provided.

SECTION A: ESSAY QUESTIONS
INSTRUCTION: ANSWER THE QUESTIONS

QUESTION 1

Multimedia University plans an annual community event to raise funds to help foster environments that are conducive to learning and students' growth.

Benefits of the Green Initiative programme,

1) to assist future leaders who are currently continuing their tertiary education.
2) to help foster environments that are conducive to learning and students' growth.
3) to provide financial aid to qualified MMU students, staff, and community members in need of relief.

The following information from the organisers as follow:

MMU
MULTIMEDIA UNIVERSITY
LET'S
SUPPORT
YUM
GREEN
INITIATIVE
Dear MMU Citizen,
Did you know that you could leave a long-term impact on the campus environment through the university's charity and non-profit arm, Yayasan Universiti Multimedia (YUM)?
YUM is running its Green Initiative that is open to everyone, including members of the public. Through this programme, you will be able to make contributions that would be used, in part, to enhance the campus environment not only for the immediate time frame, but also for many years to come. You could really be part of a lasting movement.

Continued...

Adopt A Tree Initiative

As its name suggests, contributors will sponsor a tree on MMU campuses (Cyberjaya or Melaka) either on a yearly basis or for a lifetime sponsorship. Adopt-a-Tree will see your name associated with the assigned tree for the duration of sponsorship term.

Adopt your own tree today to leave your own legacy of coolness and calmness for future generations.

Adopt A Bench Initiative

Similar to the tree adoption programme, Adopt-a-Bench contributors will sponsor a bench on MMU campuses, either on a yearly basis or for a lifetime sponsorship. Your name will be associated with the assigned bench for the duration of sponsorship term.

Adopt your own bench today to earn the lasting gratitude of those who would be able to sit, relax, and recharge on them throughout the day.

Be a part of YUM's Green Initiative, and bring aid and relief to those in need. Every participation will not only make our campuses cooler and a lot more pleasant, but would also support YUM's efforts in charity and outreach initiatives.It is also align with the Environmental, Social and Governance (ESG) & Sustainability aspirations. You are also entitled for tax exemption on your contribution.

Together, we can make the world greener, more restful, and more conducive to work and study.

To learn more about the Green Initiative, please visit https://yum.mmu.edu.my/yum-green-initiative/

A TM Company

Continued...

Based on the invitation, design a creative print advertisement to persuade the public to make contribution. The print advertisement must fulfil the requirements of the following;

- Headline.
- Subheadline
- Amplification (copy Body)
- Proof
- Illustration

Sketch the print advertisement on an A4 size plain sheet. All the **five requirements** have to be **labelled clearly**.

(Total: 25 marks)

QUESTION 2

a) Define Brand Image from the customer's perspective.

(5 marks)

b) What elements are involved in…

i. Identifying brand's image (Illustrate **TWO (2) methods** with an example for each).
(5 marks)

ii. Creating brand's image (Illustrate **TWO (2) methods** with an example for each).
(5 marks)

iii. Rejuvenating brand's image (Illustrate **TWO (2) methods** with an example for each).
(5 marks)

iv. Changing brand's image (Illustrate **TWO (2) methods** with an example for each).
(5 marks)

(Total: 25 marks)

SECTION B: ANSWER ANY TWO (2) QUESTIONS

QUESTION 3

a) There are **FIVE (5)** stages in consumer purchasing process, explain each stage with an example

(10 marks)

b) What elements are involved in **internal** information searches by consumers, as part of the purchasing process? (Illustrate **THREE (3) elements** with an example each)

(7 marks)

c) What elements are involved in **external** information searches by consumers, as part of the purchasing process? (Illustrate **FOUR (4) elements** with an example each)

(8 marks)

[Total: 25 marks]

Continued...

QUESTION 4

a) What is positioning? Recall the last brand of smart phone you have purchased. Examine **THREE** (3) possible positioning approaches prominent to you during the purchase of that smart phone.

(10 marks)

PROTON X70
INTELLIGENCE THAT INSPIRES
PROTON
THE INTELLIGENT CHOICE
X70
Trade your car in for the intelligent X70, get the best deal on the market and enjoy special Proton Insurance premiums with Proton Insurance Program. It comes with 10 years unlimited coverage*, roadside assistance and guaranteed genuine parts.
Just became an even more intelligent choice!
2019 iZ
2019 SAGA
PROTON X70
2018 EXORA
2018 PERSONA
proton.com
Visit your nearest PROTON Showroom for more details!
DRB-HICOM

b) Create the creative brief for the advertisement above and examine any **FIVE (5)** elements in the creative brief.

(15 marks)
(Total: 25marks)

Continued...

QUESTION 5

a) Identify and discuss any **FOUR (4)** direct response advertising that can be used to improve a company's brand image. Support your answers with an example for each direct response advertising.

(16 marks)

b) Would you agree that direct response advertising has become growing importance? If you agree, justify with any **THREE (3)** possible reasons. **OR**, if you disagree, provide any **THREE (3)** possible reasons.

(9 marks)
(Total: 25 marks)

End of Page.